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QUESTION 1

The sales team wants marketing to automatically nurture current customers who are up for renewal in 60 days in an ongoing basis. Which two actions would be needed to nurture the prospects?

Choose 2 answers A. Make a suppression list for the program.

B. Make a repeating engagement program.

C. Make a recipient list for the program.

D. Make a segmentation rule for the program.

Correct Answer: BC

QUESTION 2

You decide to build an automation rule to automatically allow prospects to match the "Title" criteria in your grade profile. You need to capture all prospects with any form of Vice President in their job title but want to exclude ones who are currently on any of your suppression lists. Which of the following sets of rule criteria will accomplish this?

A. Match ALL overall logic: Prospect List > Isn\\t > suppression List A; B; C; D Prospect default field > Title > contains > Vice President; VP

B. Match ALL overall logic: Prospect List > Isn\\t > Suppression List A; B; C; D Prospect default field > Title > IS >Vice President

C. Match ANY overall logic: Rule Group1: Match All Prospect List > Isn\\t > Suppression List A; B; C; D Rule Group2: Match All Prospect default field > Title > contains > Vice President; VP

D. Match ANY overall logic: Prospect List > Isn\\t > Suppression List A; B; C; D Prospect default field > Title > contains >Vice President; VP

Correct Answer: C

QUESTION 3

LenoxSoft's marketing team shares a list of company names of all external visitors on their website with the regional sales managers. The regional managers use this list for cold calling and for insight on whether any recent opportunities are active on their site.

Which sequence of steps should the Pardot Administrator take to automate this process?

A. Enable Send daily visitor activity emails; Enable Send daily prospect activity emails (for my prospects).

B. Enable Visitor Filters for a specific IP range; Enable Send daily visitor activity emails.

C. Enable Send daily prospect activity emails (for all prospects); Enable Page Actions to notify managers.

D. Enable Visitor Filters for a specific IP range; Enable Page Actions to notify managers.

Correct Answer: B

QUESTION 4

Select three available Pardot Editions

- A. Pardot Growth
- B. Pardot Plus
- C. Pardot Professional
- D. Pardot Advanced
- E. Pardot Ultimate
- F. Pardot Standard

Correct Answer: ABD

QUESTION 5

How many scheduled Engagement Programs is it possible to have?

- A. 5
- B. 3
- C. 10
- D. 15

Correct Answer: C

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